

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Todd R. COLLART

Application No.: 09/295,856

Filed: April 21, 1999

For: SYSTEM, METHOD AND  
ARTICLE OF MANUFACTURE FOR  
TRANSMISSION OF  
ADVERTISEMENTS BASED ON THE  
CONTENT OF AN ELECTRONIC  
STORAGE MEDIUM (as amended)

Examiner: Paul L. RODRIGUEZ

Art Unit: 2125

Confirmation No.: 7668

Docket No.: IA 1506.01A US

**AMENDMENT AND RESPONSE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the outstanding Office Action mailed May 2, 2003, please amend the above-identified Application as follows:

Amendments to the claims are reflected in the listing of the claims, which begin on page 2 of this paper.

Remarks begin on page 9 of this paper.